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# Learn What the Luxury Suite Customer Wants!

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## ABSTRACT

In the current difficult economy and global marketplace, there is more competition than ever for businesses to earn and retain sales from customers in each of their respective industries. That is no different in the sports and entertainment industry, particularly in luxury suite sales for stadiums, arenas, and ballparks. In many instances, companies are asking customers about their preferences in regards to current product offerings and about innovations within their company and industry.

By listening to the voice of the customer, companies can increase sales, improve client relationships, add to current product offerings, create new and innovative products, and earn a competitive advantage for their organization in their respective marketplace. Professional teams are calling on sales people in their luxury suite and premium ticketing departments to retain clients, generate new revenue, and improve current profit margins on products.

The problem is that companies purchasing luxury suites and premium tickets to sporting events are having a difficult time justifying these expensive purchases. The economy has resulted in the cutting of jobs, but the retaining of sports luxury seating contracts. Salespeople need to more accurately provide what the customer wants and prove that the suite was a worthwhile investment.

By utilizing this feedback other sports and entertainment organizations can evaluate their current selling process to determine if they may have misjudged their own customers. They can also learn how to better bridge the gap between the salesperson and the customer.

## ABOUT THE AUTHORS

**Dr. Peter Titlebaum** is Professor of Sport Management at the University of Dayton in Dayton, Ohio. He has over 25 years' experience in management in the profit, nonprofit, private and public sectors. Dr. Titlebaum speaks and writes on areas of networking, organization and personal development and educating audiences to be their own advocates. He received his doctorate in sport management and leisure studies from Temple University.

**Jim Blair** is an MBA student concentrating in Finance and Marketing at the University of Dayton in Dayton, Ohio. He has experience in marketing, consulting, promotions, branding, sponsorship, and customer satisfaction. Jim has recently co-authored an article in Recreation Management on violence and problems with the current basketball officiating system. He received his BA in Economics, Finance, and Pre-Law and BS in Sports Management from Ohio University

**Dr. Matthew Brown** is an Associate Professor and Graduate Director of Sport and Entertainment at the University of South Carolina. He teaches and researches in the areas of sport business and finance. Dr. Brown has made more than 40 national and international research presentations. He received his doctorate from the University of Northern Colorado.

**Dr. Ronald Dick** is an Associate Professor of Sports Marketing at Duquesne University in Pittsburgh, Pennsylvania. He has experience in ticketing experience working in intercollegiate athletics at the University of Houston as the Assistant Director for Ticket Operations and Marian College as the Director of Athletics and Assistant Dean for Student Athletic Programs and sales experience with the New Jersey Nets and Philadelphia 76ers. Dr. Dick has been named the Sport & Recreation Administration Outstanding Graduate (2005, Temple University) and a Nominee for University of New Haven “Professor of the Year” Award in 2001, 2002, and 2003. He received his doctorate in Sports Administration from Temple University.

